

WOMEN ENTRAPRENEURSHIP IN FASHION INDUSTRY OF PAKISTAN

By

KUBRA SHAHID

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ABSTRACT

Purpose- Major aim of this study was to evaluate the impact of price hike and purchasing power on sugar consumption pattern of individuals in Pakistan. The constant rising prices of food commodities including sugar, and the sugar crises the country mostly is seen caught into prompted researcher to conduct this study.

Methodology/sample- The study involved use of questionnaires filled by 240 respondents and financial data of three sugar mills for the period of 2010-11 for financial analysis. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Regression, ANOVA and Correlation tests were applied. Data from three different sugar mills from three different provinces of Pakistan was also collected and financial analysis of their annual reports was conducted to determine their growing profits.

Findings- The analysis and comparative results clearly suggested that individuals in Pakistan have decreased their sugar consumption due to increasing prices, while sugar mills are earning huge profits. It was also concluded that higher profits earned by the sugar mills was due to artificial shortage created by cartel making by the sugar mill owners in Pakistan.

Practical Implications- The outcomes of the research might help the corporate decision makers, government policy formulators and other related quarters to understand the impact of rising prices of commodities in Pakistan and to understand the overall dynamics and mechanism of sugar sector in Pakistan.

Keywords: Consumption, Rising prices, Sugar sector, High profit

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Conducting research is not an easy task it requires a great effort in order to bring our work into final destiny and certainlynot an individual effort is involved in it. It is collective effort that is required to accomplish the research objectives. In order to make my research a possible task for me

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4 **ABSTRACT:**

The importance of entrepreneurship has been widely recognized as an impulse to economic growth and their essential contribution to the economy. Today, the business environment is changing more rapidly. Competition in almost every industry has become more intensive. Entrepreneurship in the field of fashion is a topic that, unfortunately, has not been targeted by a substantial number of authors. Entrepreneurship in the fashion industry represents a great challenge since the fashion business environment consists of many actors who are competing for the same market share. It is dominated by big players of the industries who put upon trends, and drive consumer preferences and the fashion core on a global scale. However, there is a great variety of small female entrepreneur who compete in the fashion industry and contribute original concepts and ideas into the industry and they are the subject of this research, who want to compete by running their own brands, are faced with many challenges including personal challenges and a variety of external obstacles. Running a stable venture within the fashion industry may be very complex and demanding, especially in a first few years of a new entrepreneurial venture. Very often additional barriers occur when it comes to women entrepreneurs. In many countries women decide to enter the business because of necessity, for example, when they stay out of job, instead of recognized market opportunities. However, there are many examples of successful women entrepreneurs, especially in demanding fashion industry who continuously succeed to run successful ventures